

ABSTRACT

A method and apparatus are disclosed for recommending items of interest to a user, such as television program recommendations, based on the viewing or purchase history of a selected third party. A viewing history of a selected third party is partitioned into a set of similar clusters. A given cluster corresponds to a segment of television programs exhibiting a specific pattern. A user can select one or more clusters from the clustered third party viewing history to supplement or replace corresponding portions (clusters) of the user's own viewing history to produce a modified viewing history. The modified viewing history is processed to generate a user profile that characterizes the viewing preferences of the user, as well as the selected viewing preferences of the third party. Program recommendations are generated using the modified user profile.

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